

Comparisons of Job Characteristics

Focus Occupation: **Graphic Designers (27-1024)**

Associated Occupation: **Art Directors (27-1011)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 90

Focus Occupation: Graphic Designers (27-1024)

Associated Occupation: Art Directors (27-1011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Design	5.2	20.6	19.4	0	Current knowledge level may be sufficient
Computers and Electronics	8.4	14.8	14.6	0	Current knowledge level may be sufficient
Administration and Management	8.4	12.8	9.0	<<	Extensive education and/or training may be required
Production and Processing	6.0	12.3	9.3	<<	Extensive education and/or training may be required
Communications and Media	5.3	12.0	15.6	>>	Current knowledge level is likely more than sufficient
Fine Arts	2.2	11.8	15.2	>>	Current knowledge level is likely more than sufficient
Sales and Marketing	5.2	8.3	11.9	>>	Current knowledge level is likely more than sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: Graphic Designers (27-1024)

Associated Occupation: Art Directors (27-1011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Coordination	9.1	14.1	9.0	<<	Extensive development of skills in this area may be required
Judgment and Decision Making	9.4	12.9	8.5	<<	Extensive development of skills in this area may be required
Complex Problem Solving	9.1	12.3	8.8	<<	Extensive development of skills in this area may be required

Management of Personnel Resources	6.9	12.2	6.2	<<	Extensive development of skills in this area may be required
Time Management	8.9	11.6	8.8	<<	Extensive development of skills in this area may be required
Operations Analysis	5.0	10.1	10.2	0	Current skill level may be sufficient
Management of Financial Resources	3.3	8.7	3.6	<<	Extensive development of skills in this area may be required
Management of Material Resources	3.7	8.3	2.9	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 98			
Focus Occupation: Graphic Designers (27-1024) Associated Occupation: Art Directors (27-1011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Originality	7.6	16.6	12.9	<<	Extensive improvement in abilities may be required
Fluency of Ideas	7.6	14.4	11.4	<	Some improvement in abilities may be required
Near Vision	11.1	14.4	10.8	<<	Extensive improvement in abilities may be required
Visualization	7.5	12.6	10.7	<	Some improvement in abilities may be required
Information Ordering	9.9	12.1	9.4	<<	Extensive improvement in abilities may be required
Category Flexibility	9.0	11.0	9.6	<	Some improvement in abilities may be required
Visual Color Discrimination	6.4	10.6	7.1	<<	Extensive improvement in abilities may be required
Speed of Closure	5.9	8.5	5.0	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 91
Focus Occupation: Graphic Designers (27-1024) Associated Occupation: Art Directors (27-1011)		
Work Activities	Exclusivity of Activity	
Consult with customers concerning needs	69	
Create art from ideas	70	
Distinguish details in graphic arts material	78	
Make presentations	13	

Prepare artwork for camera or press	85
Proofread printed or written material	73
Set page layout or composition	82
Tell stories through musical, visual, or dramatic arts	80
Use computer graphics design software	70
Use creativity in graphics	76
Use creativity to art or design work	72

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: n/a

Focus Occupation: Graphic Designers (27-1024)
Associated Occupation: Art Directors (27-1011)

Tools and Technologies

Exclusivity

Tools and technology data is unavailable for one or both occupations.

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.